

**AMENDMENT AND PRESENTATION OF CLAIMS**

Please replace all prior claims in the present application with the following claims, in which claims 38 and 47 have been amended.

1. - 37. (Canceled)

38. (Currently Amended) A system comprising:

a game sponsoring gateway configured to receive game data for presentation of a game from

a game server, and to receive advertising from a sponsor content server,

wherein the game sponsoring gateway is further configured to,

insert the advertising in the game data,

scan the game data to identify a placeholder,

insert an instruction in the game data to instruct a user terminal to cause presentation of

the advertising during a break point in game play,

insert, at the game sponsoring gateway, the advertising at the placeholder, and

initiate transmission of the game data to the user terminal.

39. (Previously Presented) A system of claim 38, wherein the system comprises the game server and the sponsor content server.

40. (Previously Presented) A system of claim 38, further comprising:

a location server configured to communicate with the game sponsoring gateway and to

determine location of the user terminal,

wherein the game sponsoring gateway is further configured to receive the location of the user terminal, and to control the presentation of the advertising using the location.

41. (Previously Presented) A system of claim 38, further comprising:

a user data server configured to communicate with the game sponsoring gateway and to provide user information from the user terminal,

wherein the game sponsoring gateway is further configured to receive the user information, and to control the presentation of the advertising using the user information.

42. (Previously Presented) A system of claim 38, wherein the game sponsoring gateway is further configured to receive a location of the user terminal for selecting geographic sensitive advertising for presentation in the game data.

43. (Previously Presented) A system of claim 38, wherein the game sponsoring gateway is further configured to receive user information from the user terminal for selecting the advertising for presentation in the game data.

44. (Previously Presented) A system of claim 38, wherein the game sponsoring gateway is further configured to receive a user profile comprising user preference, and the sponsoring gateway being further configured to select the advertising for presentation in the game data based on the user preference.

45. (Previously Presented) A system of claim 38, wherein the instruction comprises a tag to identify the break point.

46. (Previously Presented) A system of claim 38, wherein the instruction further instructs the user terminal to dynamically stop the game to present the advertising.

47. (Currently Amended) A method comprising:

receiving, at a game sponsoring gateway, game data for presentation of a game;

receiving, at the game sponsoring gateway, advertising;

inserting, at the game sponsoring gateway, the advertising in the game data;

scanning the game data to identify a placeholder;

inserting, at the game sponsoring gateway, an instruction in the game data to instruct a user

terminal to cause presentation of advertising during a break point in game play;

inserting, at the game sponsoring gateway, the advertising at the placeholder; and

initiating, at the game sponsoring gateway, transmission of the game data to the user terminal.

48. (Previously Presented) A method of claim 47, further comprising:

determining location of the user terminal; and

controlling the presentation of the advertising using the location.

49. (Previously Presented) A method of claim 47, further comprising:

determining user information from the user terminal; and

controlling the presentation of the advertising using the user information.

50. (Previously Presented) A method of claim 47, further comprising:

determining location information of the user terminal; and  
selecting the advertising for presentation in the game data based on the location information.

51. (Previously Presented) A method of claim 47, further comprising:  
receiving a user profile comprising user preference; and  
selecting the advertising for presentation in the game data based on the user preference.

52. (Previously Presented) A method of claim 47, wherein the instruction comprises a tag to identify the break point.

53. (Previously Presented) A method of claim 47, wherein the instruction further instructs the user terminal to dynamically stop the game to present the advertising.

54. (Previously Presented) A method comprising:  
receiving, at a game sponsoring gateway, a user profile associated with a user terminal;  
determining, at a game sponsoring gateway, that the user terminal accepts advertising based on the user profile;  
retrieving, at the game sponsoring gateway, an advertisement based on the user profile or on a location of the user terminal;  
inserting, at the game sponsoring gateway, the advertising in game data received from a game server;  
scanning the game data to identify a placeholder;

inserting, at the game sponsoring gateway, an instruction in the game data to instruct a user terminal to cause presentation of advertising during a break point in game play of the game;

inserting, at the game sponsoring gateway, the advertising at the placeholder; and

initiating, at the game sponsoring gateway, transmission of the game data to the user terminal.

55. (Previously Presented) A method of claim 54, further comprising:

determining location of the user terminal; and

controlling the presentation of the advertising using the location.

56. (Previously Presented) A method of claim 54, further comprising:

determining user information from the user terminal; and

controlling the presentation of the advertising using the user information.

57. (Previously Presented) A method of claim 54, wherein the instruction further instructs the user terminal to dynamically stop the game to present the advertising.